"Canadian Picture Fans Awaiting Lionel Barrymore in "Looking Forward", adapted from play "Service".

CANADIAN MOVING PICTURE DIGEST

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Doc Leo is here with his bag of tricks

(See Inside Cover)

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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THE SHOT IN THE ARM THAT WOKE UP THE INDUSTRY!

Merrily the Spring Parade of M-G-M hits continues—

"TODAY WE LIVE" (*Joan Crawford—Gary Cooper*) packing them in everywhere.

"WHITE SISTER" (*Helen Hayes—Clark Gable*) brings out the fans from Coast to Coast.

"RASPUTIN" (*with the three Barrymores*) consistently BIG!

"GABRIEL OVER THE WHITE HOUSE" a tonic to theatres, a public sensation!

"THE BARBARIAN" (*Ramon Novarro*) is another "Pagan."

"LOOKING FORWARD" (*Lionel Barrymore*) is doing swell business.

Watch for:

"NEVER GIVE A SUCKER A BREAK" (*Lee Tracy*).

"PEG O' MY HEART" (*Marion Davies*).

"DEVIL'S BROTHER" (*Laurel-Hardy and Dennis King*).

—and plenty more!

Smiles on every Film Row! Happiness in every Home Office! Talk of the Industry!

TWO M-G-M $2 ROAD-SHOWS ON BROADWAY!

It hasn't happened since the days of "Big Parade" and "Ben-Hur." History repeats! M-G-M electrifies the industry with TWO BIG $2 ATTRACTIONS PACKING THEM IN ON THE GAY WHITE WAY! What a thrill for every man and woman connected with pictures! It's the best stimulus for picture attendance this industry has had in years! Sure we're proud as hell!

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Year after year after year!

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May 1933.

Dear Sir:-

Instead of writing you a long letter that you wouldn't read, I will ask you to carry your eye right down to here -

Yours very truly,

B. C. Lewis

Sales Manager,
Research Products Department.

P.S. The inside pages tell the whole story,

WIDE

PURSUING their general policy of constantly developing and improving their product, the acoustic and electrical engineers of the Bell Telephone Laboratories have been steadily working on the improvement of their world-famed Sound Picture Equipment known everywhere as "The Voice of Action." They have now released

WIDE RANGE

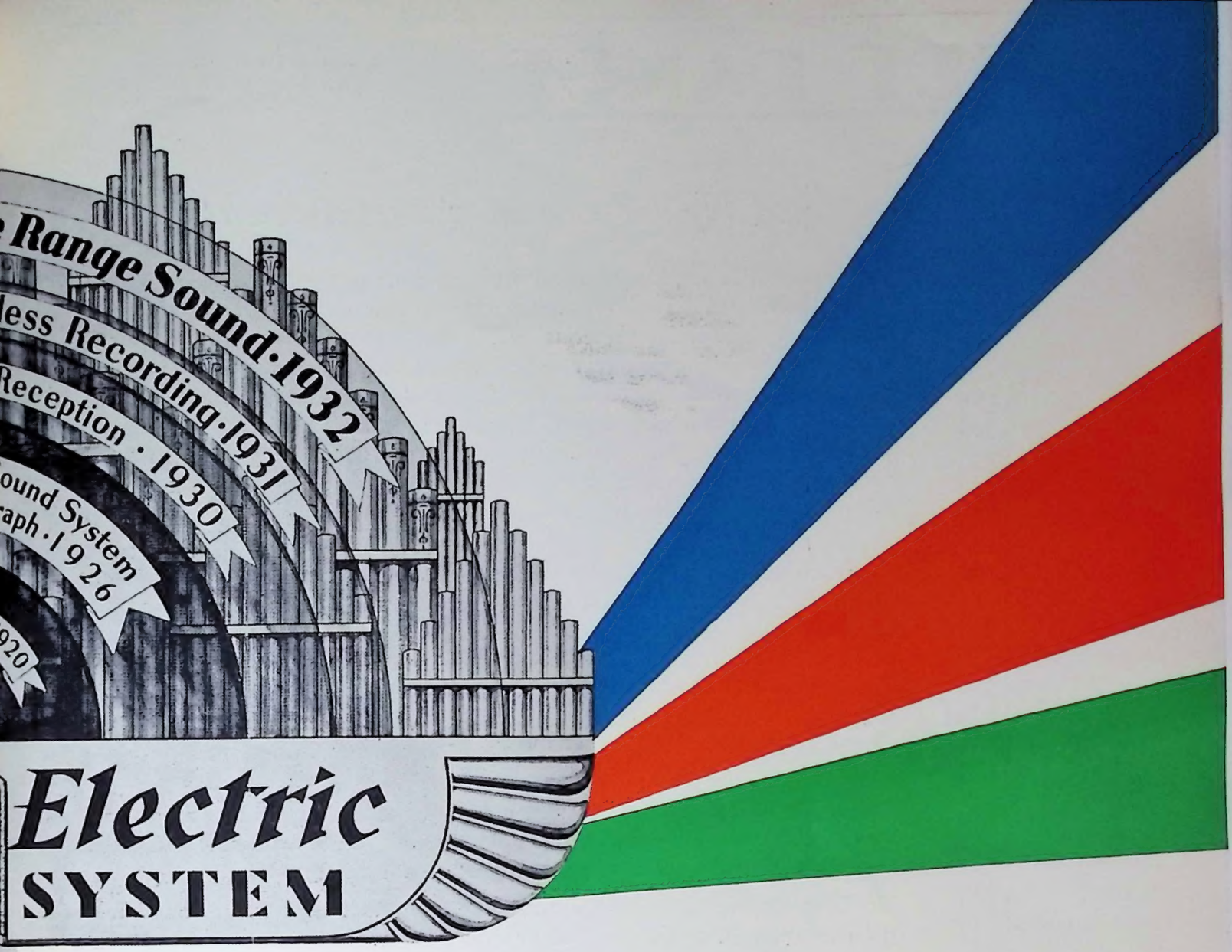
WIDE RANGE brings to the screen what no other equipment has been able to bring before . . . absolutely true, natural, sound throughout the whole audible range.

In keeping with established Northern Electric policy, WIDE RANGE may be conveniently added to your existing "Voice of Action" Sound Equipment, which has been designed so as to permit of such modifications at but small cost to you, affording you an opportunity to achieve great returns with the least possible expense.

There is no necessity to discard your present high quality equipment if you have a Northern Electric System, in order to cash in on the new sound picture revelation.

If you have *not* "The Voice of Action" may we suggest that . . . in your own interest . . . you enquire immediately into our attractive new policy without further delay.

OVER



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THE first theatre in Canada to install WIDE RANGE equipment is the Napoleon Palace, Montreal. There are over 8,000 "Voice of Action" equipped theatres throughout the world, and indications are that they will all follow suit as soon as equipment is available. At the present time orders are being accepted on the basis of delivery as soon as possible. SO PLACE YOUR ORDER IMMEDIATELY.

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(1) Can be added to your present Northern Electric Equipment at small cost.
(2) Can be supplied to new installations at low weekly payments.
(3) The very latest in Theatre Reproducing Equipment.
(4) Results finer than ever heard before.
(5) Supersedes all types of equipment in lateness of design.
(6) Increases Box Office Receipts.
(7) Designed and made by the leading Sound Reproducing manufacturer—the Northern Electric Company, Limited.

WIDE RANGE . . . What It Is

A New Epoch in Entertainment!

That is the way critics, scientists and talking picture producers have described WIDE RANGE, the latest development of the Northern Electric Sound System. Described in non-technical terms WIDE RANGE is a sound equipment development, resulting from years of research and experimentation, that makes it possible to record and reproduce voices and musical instruments with a startling clarity and fidelity hitherto unknown in talking pictures. It not only creates a feeling of greater intimacy because of its lifelike reproduction of sound quality but also induces an unsurpassed emotional sweep through its ability to reproduce a natural, undistorted volume of sound.

To the scientists and engineers working in the spacious quarters of the Bell Telephone Laboratories, WIDE RANGE is a familiar story. Ever since the introduction of talking pictures through the Western Electric Sound System in 1926 every scientific facility has been strained toward the perfection of a means for the lifelike reproduction of sound. One of the first milestones toward this goal was the introduction, in 1930, of noiseless Recording which eliminated the extraneous surface noise from sound pictures.

Technically, WIDE RANGE has been attained by extending both the high and low frequency range of sound that can be recorded and reproduced. Whereas sound systems had previously been confined to a limited frequency range.

Northern Electric now offers reproducing equipment capable of sound frequencies from 30 cycles to 12,000 cycles, which considerably exceeds the range of commercial sound picture recording and permits the use of the new "Hill & Dale" disc recordings of overtures which is now coming into use in the larger city theatres.

With the introduction of WIDE RANGE, talking picture veterans see not only the most marked advance in sound quality in five years but also a definite impression of perfect quality of recording and reproduction.

Write today for our new policy.

RESEARCH PRODUCTS SALES DEPARTMENT
NORTHERN ELECTRIC CO. LTD.

1620 Notre Dame St. West Montreal, Quebec

Northern Electric
The VOICE of ACTION
SOUND SYSTEM

Printed in Canada

Show Business

"Hold Your Man" Harlow, Gable Film

"Hold Your Man" is announced as the definite title for the new Metro-Goldwyn-Mayer picture formerly known as "Black Orange Blossoms". Jean Harlow and Clark Gable are co-starred in "Hold Your Man", which was directed by Sam Wood. The cast includes Stuart Erwin, Muriel Kirkland, Dorothy Burgess, Barbara Barondess and Hugh Herbert. The forthcoming film is based on an original screen story by Anita Loos and Howard Emmett Rogers.

Wallace Beery's Next Picture will be "Viva Villa"

Wallace Beery's first picture under his new long-term contract with Metro-Goldwyn-Mayer will be "Viva Villa", a story suggested by the career of the famous Mexican bandit and written by Edgcumb Pynchon. Jack Conway will direct the new film from a script supplied by Wallace Smith and O. H. P. Garrett.

THEATRE BUSINESS
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Richard Cramer, added to "Strange Rhapsody"

The rotund New York stage comedian, Rychard Cramer, has been assigned to the role of Stepan in "Strange Rhapsody". This M-G-M picture, directed by Richard Boleslavsky, features Kay Francis, Walter Huston and Nils Asther.

Cramer has just completed featured comedy roles in six pictures for Mack Sennett. He also appeared in a featured comedy part of "Rasputin and the Empress". For several years previous to his entrance into pictures he played comedy roles in the stage productions of Otis Skinner.

U.A. to Film "Count of Monte Cristo"

"The Count of Monte Christo", famed Dumas classic, will be brought to the screen by United Artists this year in a particularly ambitious talking picture, it was announced in Hollywood Thursday by Edward Small, Vice-President in charge of Production of Art Cinema-Reliance Pictures, Inc., whose initial production, "I Cover the Waterfront", will have its premiere at the Rivoli next Wednesday.

M-G-M's "Dance Hall Daisy"

Metro-Goldwyn-Mayer has acquired motion picture rights to "Dance Hall Daisy", an unproduced play by Leo David Freeman.

George Cukor at RKO To Direct "Little Women"

George Cukor, who has been away from the RKO Radio Pictures lot making a picture for another studio, will report back to the Gower Street plant on Monday, May 15th.

Cukor will immediately begin plans for the direction of Katharine Hepburn in "Little Women", from Louisa Alcott's story classic. Production is scheduled to get under way early in June. Salisbury Field is preparing the screen play and Kenneth Macgowan is associate producer.

Monogram to Produce "Jane Eyrie"

The New York Daily Mirror's concensus of the "Hundred Best Novels" reveals "Jane Eyre", by Charlotte Bronte as the tenth on the list. Picturization of "Jane Eyre" is due for early production on Monogram's new 1933-34 program.

Dressler and Beery in "Ferike as Guest"

Marie Dressler and Wallace Beery will be co-starred in "Ferike as Guest" Continental play of a few seasons ago, upon completion of "Tugboat Annie", in which they are now working. David O. Selznick, whose M-G-M productions include "Dinner at Eight" and "Night Flight" will supervise "Ferike as Guest".

Toronto Theatres

LOEW'S—Manager Jules Bernstein — Joan Crawford and Gary Cooper in "Today We Live", a Metro-Goldwyn-Mayer picture.

IMPERIAL—Manager H. V. Knevels — "Out All Night", a Universal picture, with Slim Summerville and Zasu Pitts.

TIVOLI—Manager C. Appell — "White Face", an English picture from the novel by Edgar Wallace.

SHEA'S—Manager Jerry Shea — "Pleasure Cruise", a Fox picture with Genevieve Tobin and Roland Young, and "Murders in the Zoo", with Charlie Ruggles.

UPTOWN—Manager Tom Daley — The Warner Bros.' picture, "The Working Man", with George Arliss.

HOLLYWOOD—Manager Raymond Allen — "The Penguin Pool Murder", an English picture.

Stench Bombs in Independent Theatres is not a new method of "Smelling out Competition," but convictions of Alleged Stench Bombers is new in Film Business here

A Finer Picture Than 'Cavalcade' Is Ready---Have YOU Booked It!

The Editor of the Fergus (Ont.) News-Record attended the 2nd week's showing of "The Good Companions" at the Royal Alexandra, Toronto, Canada's leading Road-Show Theatre.

READ what he says about—

The Magnificent Gaumont-British Picturization of
J. B. PRIESTLEY'S WORLD-FAMOUS NOVEL

'THE GOOD COMPANIONS'

10 Stars! 50 Players! Cast of 1,000!

Editorial in the Fergus (Ont.) News-Record.

. . . "There are not many pictures in the same class as "The Good Companions." . . . If there are, we never saw them . . . "The Good Companions" is by far the best talking picture we ever saw. . . ."

". . . That sounds like high praise, but we are careful of that adjective "best" . . . Not often can anything be called "best", but we still believe "The Good Companions" is the best picture yet . . . and found that the opinion was shared by everybody expressing an opinion around us, AND MOST OF THEM HAD SEEN "CAVALCADE" . . . If you get a chance, see the picture. It is a masterpiece."

"The Good Companions" is Included in the "SUNSHINE GROUP" of British Master Pictures. Call, Write or Wire Nearest Regal Exchange.

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